

We claim:

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11. The method of claim 1 further comprising the step of providing each individual subscriber the option to vary the privacy instructions.

12. The method of claim 1 further comprising the step of accepting a plurality of potential subscribers as subscribers.

13. The method of claim 12 wherein said step of accepting includes receiving payment from each of the plurality of potential subscribers.

14. The method of claim 1 further comprising the step of communicating privacy instructions to the particular organization on behalf of those on the list of subscribers periodically.

15. The method of claim 14 further including the steps of:
soliciting renewal payment from each of the plurality of subscribers periodically;
and
ceasing to include those subscriber who fail to provide renewal payment on the list of subscribers.

16. A method of protecting consumer privacy comprising the steps of:
obtaining from each individual subscriber of a plurality of subscribers a list of organizations to which the individual subscriber requests instructions to be

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26. The method of claim 17 further comprising the step of maintaining in the database information regarding a response of the selected organization to the communication.

27. The method of claim 17 further comprising the steps of:

generating a second communication to the selected organization in the event that the selected organization fails to respond to the original communication and in the event that the selected organization refuses to honor the instructions; and

maintaining information in the database regarding the organizations for which a second communication is generated.

28. The method of claim 19 further comprising the step of relaying each response received from an organization to the instructions to each subscriber addressed in the response.

29. The method of claim 28 wherein the step of relaying includes sending a communication to a subscriber that includes

an indication that the organization will honor the instructions in the event the organization indicates it will honor the instructions with respect to the subscriber,

information regarding the refusal of the organization to honor the instructions in the event the organization indicates it will not honor the instructions with respect to the subscriber and suggestions to the subscriber regarding additional action that may be taken.

a routine enabling the computer to obtain identification information from the plurality of subscribers;

36. The computer system of claim 35 wherein the routine enabling the computer to obtain identification information and the routine enabling the computer to obtain an indication of which organizations each individual subscriber desires to protect their personal information each generate a web page through which subscribers interact with the computer system.